PATENT ABSTRACTS OF JAPAN

(54) METHOD AND SYSTEM FOR SALES PROCESSING OF ENTIRELY DAMAGED VEHICLES

(57)Abstract:

PROBLEM TO BE SOLVED: To provide sales processing and a system for the entire damaged vehicles which can promote the recycle of automobile components by promoting the sales of entirely damaged vehicles to an automobile recycle component handling trader.

SOLUTION: Entirely damaged vehicles generated due to car insurance accidents are displayed by a nonlife insurance company in an auction held on the Internet by an auction holding system 1, all damaged vehicles displayed by the automobile recycle component handling trader are bid, subjected to successful bids and sold. Many entirely damaged vehicles generated in the whole nation by service offices, etc., of nonlife insurance companies are globally presented to many potential component handling traders, the sales of the entirely damaged vehicles can be performed in a large scale so that the sales can drastically be promoted compared with the conventional sales of all of the damaged vehicles limited to a narrow area.
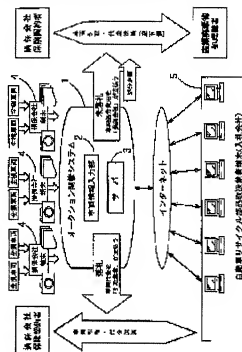
PATENT ABSTRACTS OF JAPAN

(54) AUCTION SYSTEM DIFFICULT TO SUCCESSFULLY BID AT ILLEGAL BIDDING PRICE, ITS CONTROL METHOD AND RECORDING MEDIUM WITH ITS CONTROL PROGRAM RECORDED THEREON

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an auction system for providing environment where a participant can bid easily by avoiding an unnatural bidding price and the exclusive possession of resources to stabilize a successively bidding price.

SOLUTION: The system has the first stage for opening a selling/buying object and its successively bidding evaluation function to plural clients, the second stage for a client to make a participant to decide the selling/buying object and its bidding price by using the successively bidding evaluation function and giving information to the server and the third stage for a server to successively bid a participant having indicated the highest evaluation value based on the successively bidding evaluation function from all the bidding prices given from the client. The successively bidding evaluation function is based on a bidding price per a past unit quantity and the using efficiency of the resources successively bidden in the past. The successively bidding evaluation function is based on the occupancy ratio of resources in bidding of this time.
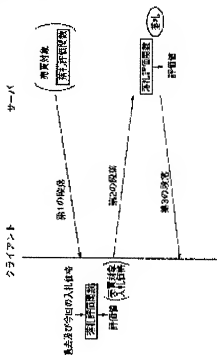
PATENT ABSTRACTS OF JAPAN

(54) AUCTION SYSTEM USING E-MAIL

(57)Abstract:
PROBLEM TO BE SOLVED: To provide an auction system capable of ensuring the anonymity of a sales
company to many and unspecified persons and realizing positive sales activity.
SOLUTION: Commodity detailed information of a selling commodity having an applied bidding format is
distributed all at once to all of target membership members via an E-mail, and bidding is received through the
E-mail using the bidding format. The target membership members can bid once for one item within a bidding
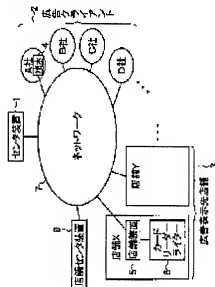term.

PATENT ABSTRACTS OF JAPAN

(54) ADVERTISEMENT PROVIDING SYSTEM, CENTER DEVICE, RECORDING MEDIUM WITH ADVERTISEMENT PROVIDING PROGRAM RECORDED THEREON, AND ADVERTISEMENT PROVIDING PROGRAM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement providing system allowing an advertisement client to be able to select a shop for efficiently performing an advertisement display and the shop side to be able to efficiently select an advertisement client and perform an advertisement display on a point card in the shop.

SOLUTION: In this advertisement providing system provided with a center device and an advertisement display side device, the center device receives the information on advertisement displayer, sends the information on the advertisement displayer to an advertisement client according to an access from the advertisement client, receives the information including advertisement information from the advertisement client, sends a plurality of advertisement client information ranked with a specified standard to the advertisement display side device based on the information received from the terminals of a plurality of advertisement clients, and performs a processing for display the advertisement of the advertisement client on a specified medium through the advertisement display side device of the advertisement displayer when receiving such information that one advertisement client is selected from the advertisement display side device. The advertisement display side device displays the advertisement information of the one advertisement client on the specified medium.

本発明の実施例におけるシステムの構成概要を示す図

(54) Title: SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE
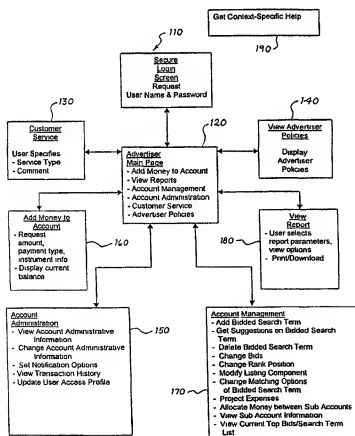
(57) Abstract: A system and method for enabling information providers to influence position for a search listing within a search result list generated by an Internet search engine. The network information provider may add, delete, or modify a search listing after logging via an authentication process (110). The information provider influences a position for a search listing in the provider's account by first selecting a search term relevant to the content of the web site. The network information provider enters the search term and the description into a search listing. The information provider influences the position for a search listing through a continuous online competitive bidding process (170). The bidding process occurs when the information provider enters a new bid amount for a search listing. This system and method then compares this bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term. The rank value generated by the bidding process determines where the information providers listing will appear on the search results list page that is generated in response to a query of the search term by a searcher located at a client computer on the network (170).

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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WO 01/90947 A1

(54) Title: METHOD AND APPARATUS FOR IDENTIFYING RELATED SEARCHES IN A DATABASE SEARCH SYSTEM

(57) Abstract: A method of generating a search result list also provides related searches for use by a searcher. Search listings which generate a match with a search request submitted by the searcher are identified in a pay-for-performance database which includes a plurality of search listings. Related search listings contained in a related search database generated from the pay-for-performance database are identified as relevant to the search request. A search result list is returned to the searcher including the identified search listings and one or more of the identified search listings.

ズムよりも優れている」とまで。

　広告主は，検索語から自分たちのサイトへのリンクがクリックされるのに対して，どれだけ支払いたいかを考えて入札する。そして実際の料金は，GoToにアクセスしたユーザーがリンクをクリックしてその広告主のサイトに行った時点で，初めてGoToに支払われる。

　GoToでは検索結果表示の横に，広告主が払う金額とクリックのレートの現状を表示して，一般ユーザーと業界他社に，一番有効な表示空間にどれだけの金額が支払われようとしているかを見てもらうという。

「これはWeb上の株式市場のようなものだ。誰にでも分かるように株価を公示しなければ，効果的な株式市場はあり得ないのだから」(Gross氏)

　この検索サービスでは，掲載料を支払わないサイトの一覧も表示する。しかし，掲載料を支払うサイトより表示される順番が後になる。

　GoToサービスにとって一番の課題は，既に競合激しい検索エンジン市場でうまくやっていけるのかということだろう。idealab!は，1回目の広告募集に200万ドルの費用を割り当てている。うち100万ドルはオンライン費用，残りの100万ドルは，ボストン，ロサンゼルス，ニューヨーク，シリコンバレーにおける，従来媒体を使った広告宣伝費だという。

　現在のGoToサービスの特別広告主には，American Isuzu Motors，eToys, The Mining, The Wedding Channelなどが含まれている。

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http://web.arphive.org/web/19990223235309/http://www.goto.com/で閲覧・検索が可能。

<div align="right">[Steven Vonder Haar, ZDNet/USA]</div>